

## Claims

What is claimed is:

5           1.       For an electronic system for creating and editing an electronic document, a computer-implemented method for providing electronic commerce actions, the method comprising the steps of:

          receiving, in a recognizer plug-in, a string of text of the electronic document;

          annotating the string of text to determine whether the string includes any of a

10       plurality of predetermined strings in the recognizer plug-in;

          if so, then labeling the string of text in the electronic document with a label; and

          providing a list of actions that may be performed to purchase a product associated with the string of text.

15           2.       The method of claim 1 wherein the plurality of predetermined strings comprises a plurality of product names.

          3.       The method of claim 1 wherein the list of actions is provided in response to a user selecting a dropdown menu associated with the label.

20           4.       The method of claim 3 further comprising the steps of:  
          receiving an input indicating that one of the list of actions has been selected; and  
          in response, connecting a web browser associated with the electronic system to a web site associated with the selected action.

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5. The method of claim 4 wherein an identifier of the user of the system is stored in association with the label and wherein the method further comprises the steps of:

5 transmitting to the web site the identifier of the user of the system.

6. The method of claim 4 wherein an identifier of the user of the system is stored in association with the actions and wherein the method further comprises the steps of:

10 transmitting to the web site the identifier of the user of the system.

7. The method of claim 5 wherein in response to identifying the user providing a discount offer to the user.

15 8. The method of claim 1 further comprising the steps of providing a coupon for the product in the label.

9. The method of claim 8 wherein the coupon comprises a coupon identification.

20 10. The method of claim 8 wherein the coupon comprises a coupon identification and a discount value and further comprising the step of sending the coupon to the web site.

25 11. The method of claim 10 wherein the coupon further comprises a begin date and an end date.

12. A method for providing an electronic coupon to a user of an electronic document, the method comprising the steps of:

using a recognizer module to determine a number of strings in a database that  
5 match at least one string in the electronic document;

labeling the matched strings in the electronic document and providing a plurality of actions in association with the recognized strings;

determining whether the number of recognized strings exceeds a predetermined minimum; and

10 if so, then providing a coupon as one of the plurality of actions.

13. The method of claim 12 wherein the strings in the database comprise names of consumer products.

14. A method for providing an affiliate program for electronic commerce, wherein a user is rewarded for referring business to a website, the method comprising the steps of:

using a recognizer module to determine in an electronic document strings that match at least one string in a database; and

20 applying a semantic category to each of the matched strings in the electronic document, wherein the semantic category comprises a type label identifying the type of the matched string and an affiliate number identification, wherein the affiliate number identification is associated with the user of the electronic document.

25 15. The method of claim 14 further comprising the steps of determining that an action associated with the semantic category has been selected and sending the affiliate number identification to the website.

16. A computer-implemented method for purchasing a plurality of items from an e-commerce retailer comprising the steps of:

identifying the plurality of items in an electronic document, wherein the plurality of items are identified as matching at least one term in a product database;

5 providing, in association with at least one of the identified plurality of items, an action to buy all of the identified plurality of items;

receiving an indication that the action has been selected;

sending a list of the identified plurality of items to a website associated with the e-commerce retailer; and

10 sending an indication to buy all of the identified plurality of items to a website associated with the e-commerce retailer.

17. The method of claim 16 wherein the step of identifying the plurality of items in an electronic document is performed by a recognizer module on a user's  
15 computer.

18. The method of claim 17 wherein the product database is stored on the user's computer and wherein the product database comprises a list of product titles and product names found on the website associated with the e-commerce retailer.  
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19. A computer-implemented method for using a recommendation e-mail from an e-commerce retailer to a computer, comprising the steps of:

receiving an e-mail from the retailer, wherein the e-mail comprises a product  
5 name of a product for sale by the retailer;

cross-referencing the product name with a type label database to determine whether the product name matches at least one entry in the type label database;

if so, then labeling the product name with a type label;

cross-referencing the type label with a plurality of actions to determine which  
10 actions match the type label;

listing the matching actions in association with the product name to provide a user of the computer with a number of different actions.

20. The method of claim 19 wherein the step of cross-referencing the product  
15 name with a type label database to determine whether the product name matches at least one entry in the type label database is performed by a recognizer module on the computer.

21. The method of claim 20 wherein the steps of cross-referencing the type  
20 label with a plurality of actions to determine which actions match the type label and listing the matching actions in association with the product name to provide a user of the computer with a number of different actions are performed by an action module on the computer.

22. A computer-implemented method for using a recommendation e-mail from an e-commerce retailer to a computer, comprising the steps of:

receiving an e-mail from the retailer, wherein the e-mail comprises a product name of a product for sale by the retailer and a type label associated with the product name;

cross-referencing the type label with a plurality of actions to determine which actions match the type label;

listing the matching actions in association with the product name to provide a user of the computer with a number of different actions.

23. For an electronic system for creating and editing an electronic document, a computer-implemented method for providing electronic commerce actions, the method comprising the steps of:

receiving, in a recognizer plug-in, a string of text of the electronic document; annotating the string of text to determine whether the string includes any of a plurality of predetermined strings in the recognizer plug-in, wherein the predetermined strings are a plurality of strings associated with shopping;

if so, then labeling the string of text in the electronic document with a label; and providing a list of actions that may be performed to navigate to a retailer's website associated with the string of text.

24. The method of claim 23 wherein the plurality of strings associated with shopping comprises variants of the strings "buy" and "sell".

25. The method of claim 23 wherein the plurality of strings associated with shopping comprises commerce-related strings.

26. A computer-implemented method for providing a recommendation to a user regarding a product to buy from a retailer, comprising the steps of:

tracking, in a recognizer module on a user's computer, all of the strings in a user's electronic document that match strings in a recognizer database;

5 transmitting, via a web browser, the list of matching strings to the retailer; and  
in response to transmitting the list of matching strings, receiving a list of recommendations that are related to the list of matching strings.

10 27. A client-side computer-implemented method for comparing prices of a product, the method comprising the steps of:

recognizing a product string in an electronic document by comparing the product string to a list of product strings in a recognizer database;

providing a list of actions in association with the recognized product string;

15 in response to receiving an action to compare prices of the product string, polling a plurality of web sites that sell the product identified in the product string for a price; and  
receiving a plurality of prices from the web sites and displaying the prices.

28. A computer-implemented method for recognizing a product string in an electronic document, the method comprising the steps of:

20 in a recognizer program module, determining whether a product string in the electronic document matches at least one string in a recognizer database;

if so, then labeling the product string with a semantic category, wherein the semantic category comprises a type label and a globally unique product identifier (GUID).

25 29. The method of claim 28 wherein the GUID uniquely identifies the recognition event of the product string.

30. The method of claim 28 further comprising the steps of:  
displaying a number of actions in association with the semantic category;  
in response to the selection of one of the actions, sending the GUID to a website  
of a retailer.

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31. The method of claim 30 further comprising the steps of tracking the GUID  
at the retailer's website to determine the number of times the GUID has been used.

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